BTEC Assignment Brief

Qualification	Pearson BTEC Level 3 International Subsidiary Diploma in Enterprise and Entrepreneurship Pearson BTEC Level 3 International Foundation Diploma in Enterprise and Entrepreneurship Pearson BTEC Level 3 International Diploma in Enterprise and Entrepreneurship Pearson BTEC Level 3 International Extended Diploma in Enterprise and Entrepreneurship
Unit number and title	**Unit 34 : Launch and Run an Enterprise**
Learning aim(s) (For NQF only)	**A:** Research and develop a plan to launch an enterprise **B**: Develop a marketing strategy to launch the enterprise
Assignment title	Starting up an Enterprise
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	Any study of enterprise would show that those who take the biggest risks generally gain the highest rewards. Successful entrepreneurs often demonstrate unconventional approaches as well as a 'last one standing' or 'never take no for an answer' mentality. It requires all of this and more to achieve success. We also know that for every successful entrepreneur there are many others who have failed and there are very few overnight success stories when it comes to new ventures being set up. Starting up any enterprise requires a mixture of skills, attributes and attitudes as well as finance! What is needed from the outset is a clear vision of the idea at the heart of the enterprise and a plan that covers all the foreseeable constraints in order to implement this. From your earlier research, you will have investigated some of the enterprise skills, capabilities and the attitudes that have led to success in practice. Following on from this you will now research and develop a business plan and a marketing plan for your enterprise. These plans will be used to attract and inform potential investors.

Task 1	You are now required to use your skills to research and select an idea for a 'mini-enterprise' of your own that will run for the duration of this unit. On the basis of your chosen idea, you will also need to plan a means of raising sufficient funds to start up your enterprise. This will have to be kept within reasonable limits.

	Before deciding what product or service you are going to provide you will need to carry out both primary and secondary research to test whether the idea has any chance of financial success. You may need to do this for more than a single idea To find a viable product or service. You are required to produce a business plan for your intended enterprise. Your plan will cover an investigation of your enterprise idea(s), the market and any risks and opportunities involved. You will analyse the financial information contained in the plan to determine the feasibility of the enterprise. In order to make your plan attractive to any potential investor(s) you are required to carry out further market research that will allow you to establish and evaluate the feasibility of your enterprise idea. This evaluation should be reported on within your business plan. You will need to research the potential market for your product or service and analyse the contribution of each component of the marketing mix. You must produce a marketing strategy to launch your product/ service into the market. The plans will be professionally produced and will set out a clear framework for the running of the enterprise.
Checklist of evidence required	An individual business plan An outline marketing strategy A research log

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
4/A.P1	Investigate the opportunities for the development of a new enterprise.
4/A.P2	Produce a business plan containing the required information for an enterprise development.
4/B.P3	Investigate the potential market for a product or service for a new enterprise, creating an outline plan for a marketing strategy.
4/A.M1	Analyse the financial information contained in a business plan.
4/B.M2	Analyse the contribution of each element in a marketing strategy for the launch of a product or service for a new enterprise.
4/AB.D1	Evaluate the feasibility of the new venture and its business plan and recommend a marketing strategy for bringing a product or service to the market.

Sources of information to support you with this Assignment	www.pjea.org.uk Information on The Peter Jones Academy with links to case studies and examples www.oxonbe.co.uk/ Local information for would-be entrepreneurs www.enterprise.ac.uk/index.php/case-studies

	mec.portals.mbs.ac.uk/Enterpriseactivities.aspx www.young-enterprise.org.uk/ All of these provide further case-studies and links www.princes-trust.org.uk/Enterprise www.businesscasestudies.co.uk The Times 100 has economics and business case studies. The site also has a selection of theory notes aimed at learners Green J – Starting your own business (How To Books; 6th Revised edition, edition (22 Jun. 2010)) **ISBN-13:** 978-1845284206 **Above are some examples of websites. Further useful resources may be found at www.edexcel.com/resources/Pages/default.aspx.**
Other assessment materials attached to this Assignment Brief	